

'Influencing the **green** purchase'

Marc Raven

Communications Director, Citroën UK

- What's more important in the current climate?

- Is it being green or just saving money?

- Is green just a fashion trend or an environmental movement?

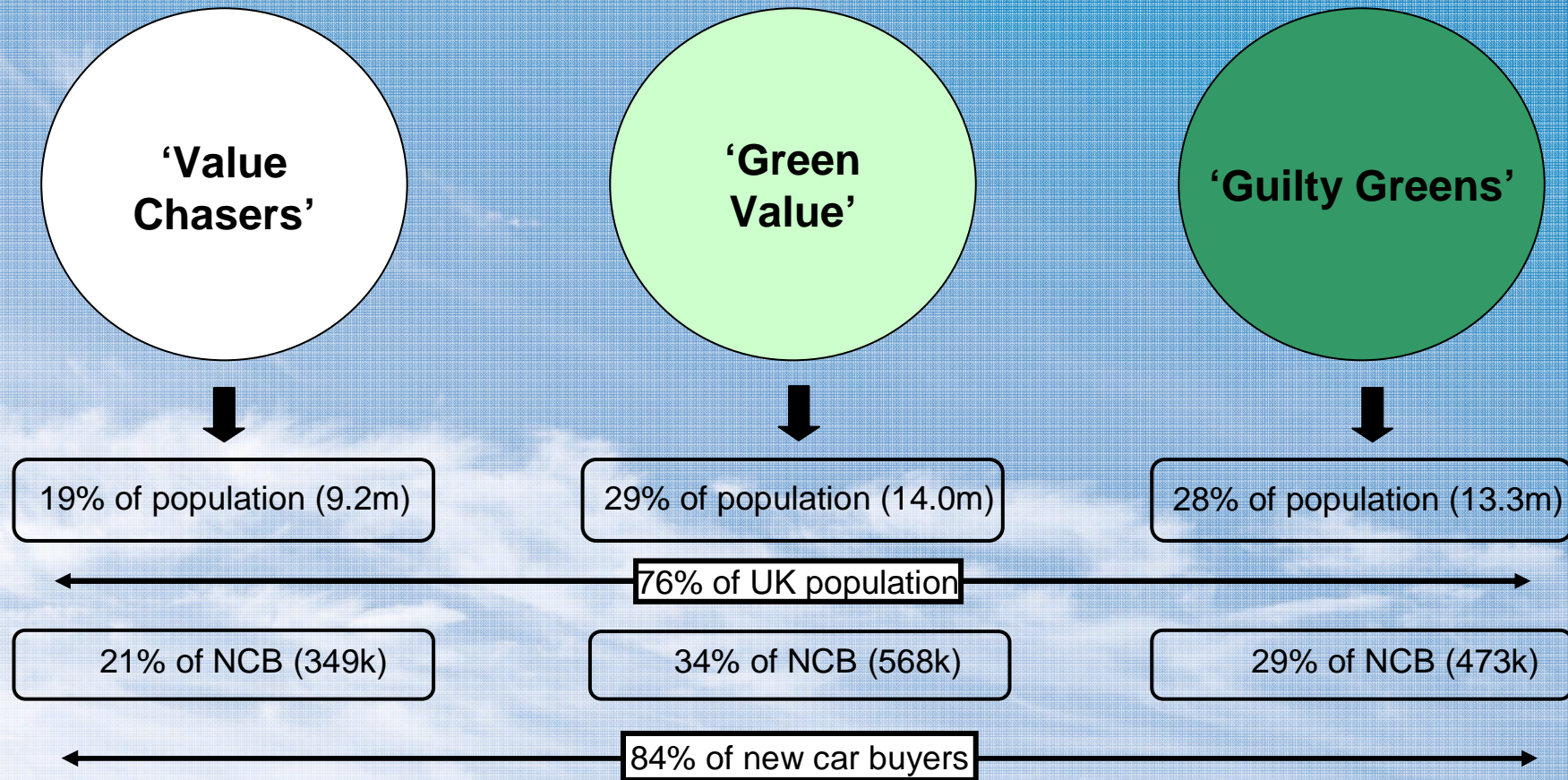
- 70% of people would only buy a greener car if it saved them money (Recent survey)



 **CITROËN**

New retail objective:

Citroën = Value + Green Credentials

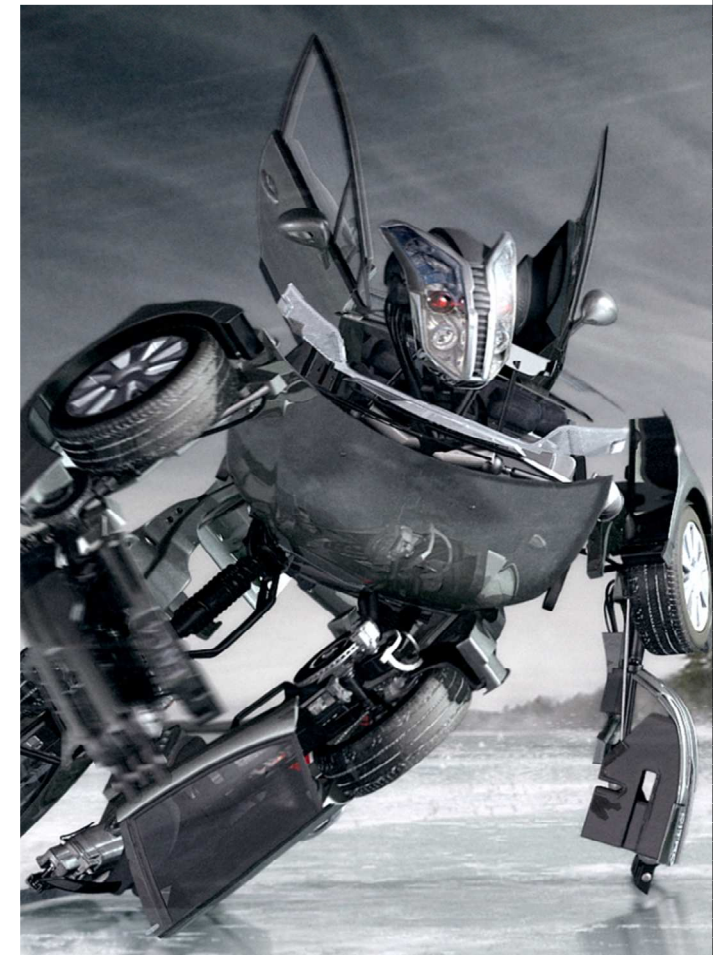
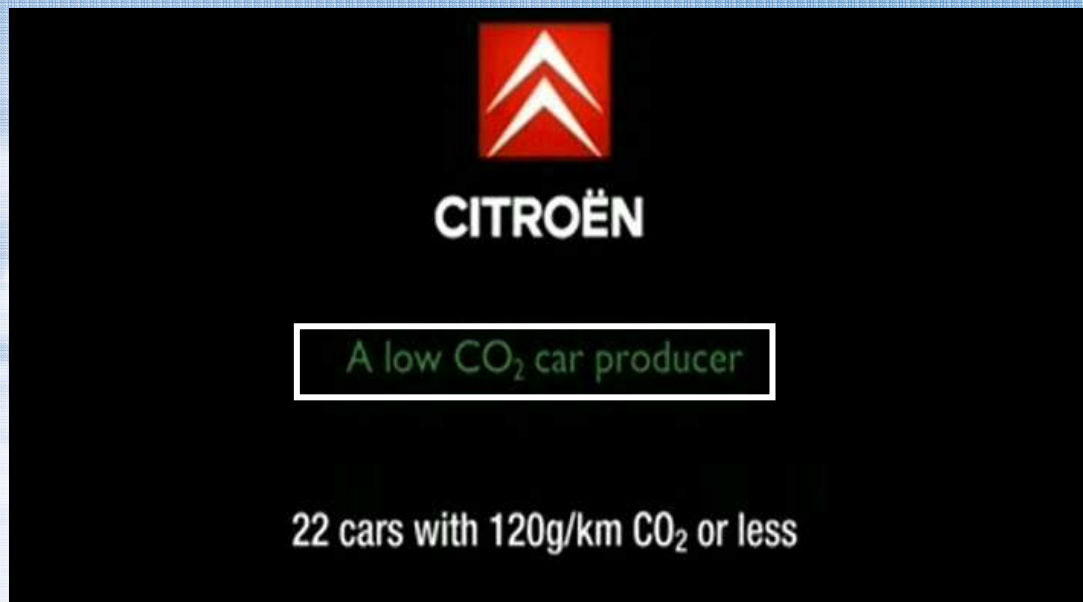


- Citroën's message:
"It doesn't need to be a sacrifice to be green."



CITROËN

- Changing regulations in advertising
 - Citroën was the first manufacturer to display “Low CO₂” in its advertising



 **CITROËN**

- Reputation and recognition as a 'green' manufacturer



23 CITROËN VEHICLES
WITH 120g/km CO₂ OR LESS!

**Green Car
Manufacturer
of the Year.
Again.**

We're proud to beat the likes of Toyota and Honda two years running.

We're proud to have 23 cars with 120g/km CO₂ emissions or less.

We're proud of our HDi engines with particulate filters and 30% bio-diesel ready cars.

But what really makes us proud is that all our green cars are affordable. Because the more green cars on the road, the better.

www.citroen.co.uk/environment

CITROËN

Source: DealerDeal Magazine, Car Manufacturer of the Year September 2007

CITROËN

- Reputation as a 'green' brand

Awards 2007

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CITROËN

Source: Oil and Fuel Magazine, Car Manufacturer of the Year (September 2007).

- Highlighting frugal/economic benefits of 'green' technology



Being greener
doesn't
need to be
expensive.



Switch to
energy-efficient
light bulbs



Switch off
the standby
on your TV



C1 with 61.4mpg*
& 108g/km CO₂
from £6,985*



C3 with 64.2mpg*
& 115g/km CO₂
from £9,735*



C4 with 62.8mpg*
& 120g/km CO₂
from £13,735*

Everyone's talking about green technology. Which is great, as long as it's affordable. At Citroën, we currently have 24 cars with 120g/km CO₂ or less at 24 low prices. Guess that's why we're 'Best Green Manufacturer' 2008. For more good news, visit www.citroen.co.uk/airdream

0% APR for 3 years with 20% deposit on selected models and 5.9% APR type

airdream™



CITROËN

- Highlight frugal/e 'green'

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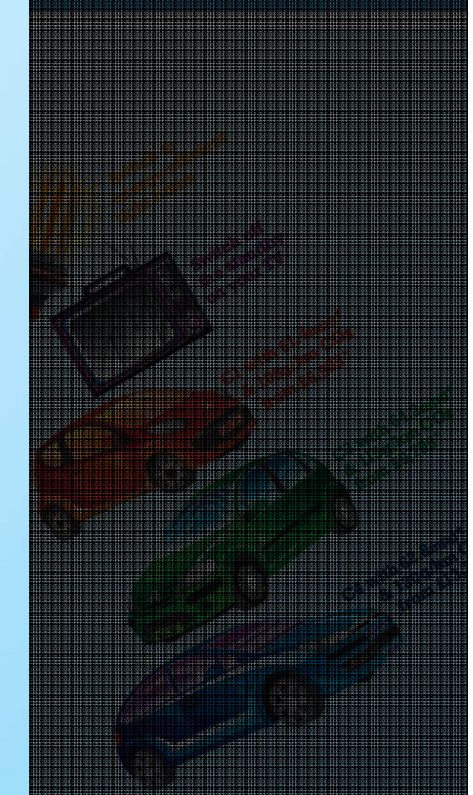


C4 with 62.8mpg*
& 120g/km CO₂
from £13,295*

Everyone's talking about green technology. Which is great, as long as it's affordable. At Citroën, we currently have 24 cars with 120g/km CO₂ or less at 24 low prices. Guess that's why we're 'Best Green Manufacturer' 2008.* For more good news, visit www.citroen.co.uk/airdream

0% APR for 3 years with 20% deposit on selected models and **5.9% APR** typical*

airdream™



A CITROËN

Where Citroën is today



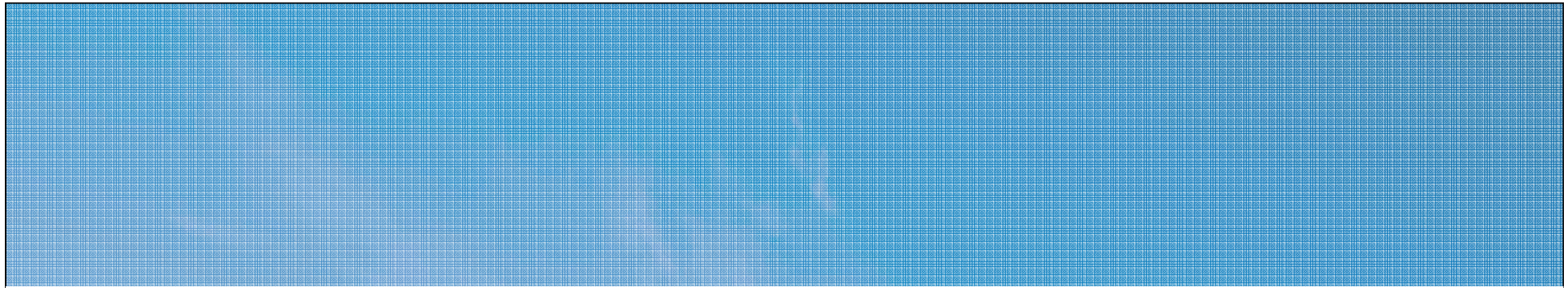
In a world where fuel prices keep on getting bigger, the running costs for 22 of our low CO₂ cars are staying small. From the C1 city car to the new C4 family hatchback, you'll find a Citroën needs much less fuel to get by. And with our low prices from only **£6,245*** and **£35 road tax**, now is an excellent time to buy a new Citroën. Visit citroen.co.uk/mpg or call free on 0800 262 262.

 **CITROËN**
Up to 83mpg[†]



airdream[®]

 **CITROËN**



 **CITROËN**